

Senior Director, Head of Innovative Technologies & Services, Teva Pharmaceutical

- Efrat has more than 15 years of international executive experience in strategic marketing practices, mainly in the digital health industry. Efrat has been working for LifeWatch, a global digital healthcare company specializing in development of products and services for the cardiology market, for the last 5 years heading all marketing activities and strategic related programs.

Prior to joining Lifewatch, Efrat spent 7 years in the USA working with Emory Healthcare as the head of the strategic marketing intelligence division, leading major strategic decisions and innovative projects.

Efrat holds a B.A. in Economics and Business Administration from Haifa University and MBA from the Michael J. Coles College of Business, Kennesaw State University